



✧ **Social Media:
Simplified!**


**Presented by The Columbia
County Placemaking Initiative**





Let's break the ice!

Pick one of two questions:

1. How many hours a week do you spend on social media?
 2. What social media do you use and why?
- 



What is Social Media?

- Digitally facilitates the sharing of ideas and information
- User-generated content puts the “social” in social media!



Why Use Social Media?

Social media presence provides a way to reach out to potential audiences, connect with other organizations, and build your brand.

With over 2 billion social media accounts active, your business/organization has the potential to reach a larger number of people.





Overview

01.



Understanding
Social Media
Platforms

02.

Platform-specific
insights

03.

The 5 "C"s of social
media



04.

Effectively Utilizing
Social Media

05.

Effective Post
Checklist

06.

Analyzing Social
Media Successes



Understanding Social Media- Profile vs. Page

Profiles:

- Primarily for personal use
 - For keeping in touch with personal connections

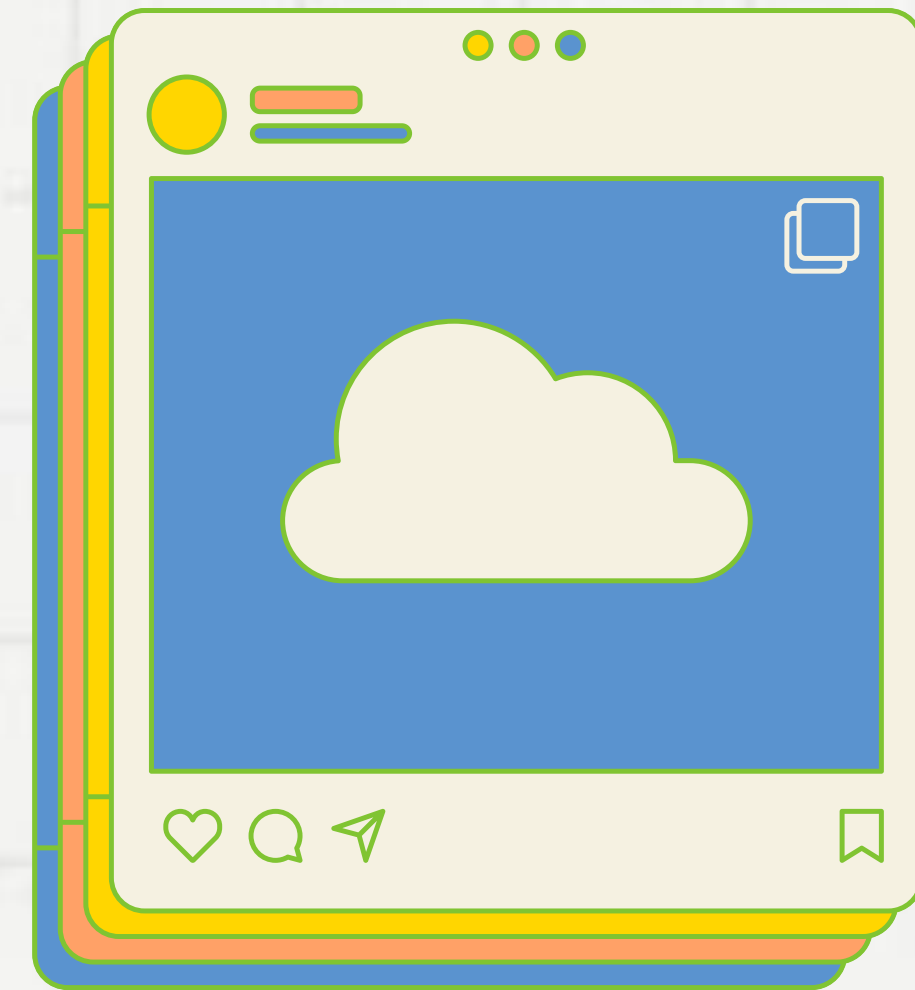
Pages:

- For business, organization, and government use
 - More access to platform provided audience analytics






Understanding Social Media- Terminology to Know




- Feed
- Hashtag
- Story
- Highlights
- Algorithm
- Clickthrough rate





Key Terms- Feed

- A stream of content, composed of “posts”, that is displayed to a user of social media.
 - Usually in a “scrollable” format.
 - Not purely chronological--algorithm decides order of posts.
- 
- 
- 



Key Terms- Hashtag

- A keyword or phrase followed by a “#” sign used to organize content based on topics.
- Helps reach a wider audience that is interested in the topic that you are posting about.

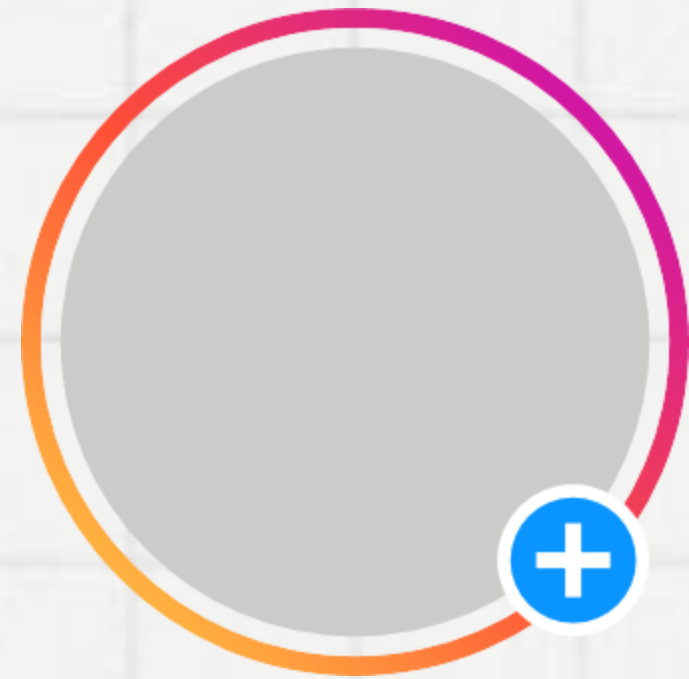
#collegedecision #collegemajors #college #stemmajor
#artmajor #artist #doublemajor #artistsoninstagram
#collegelife #highschool #graduation
#collegeacceptance #collegeadvice

22 hours ago



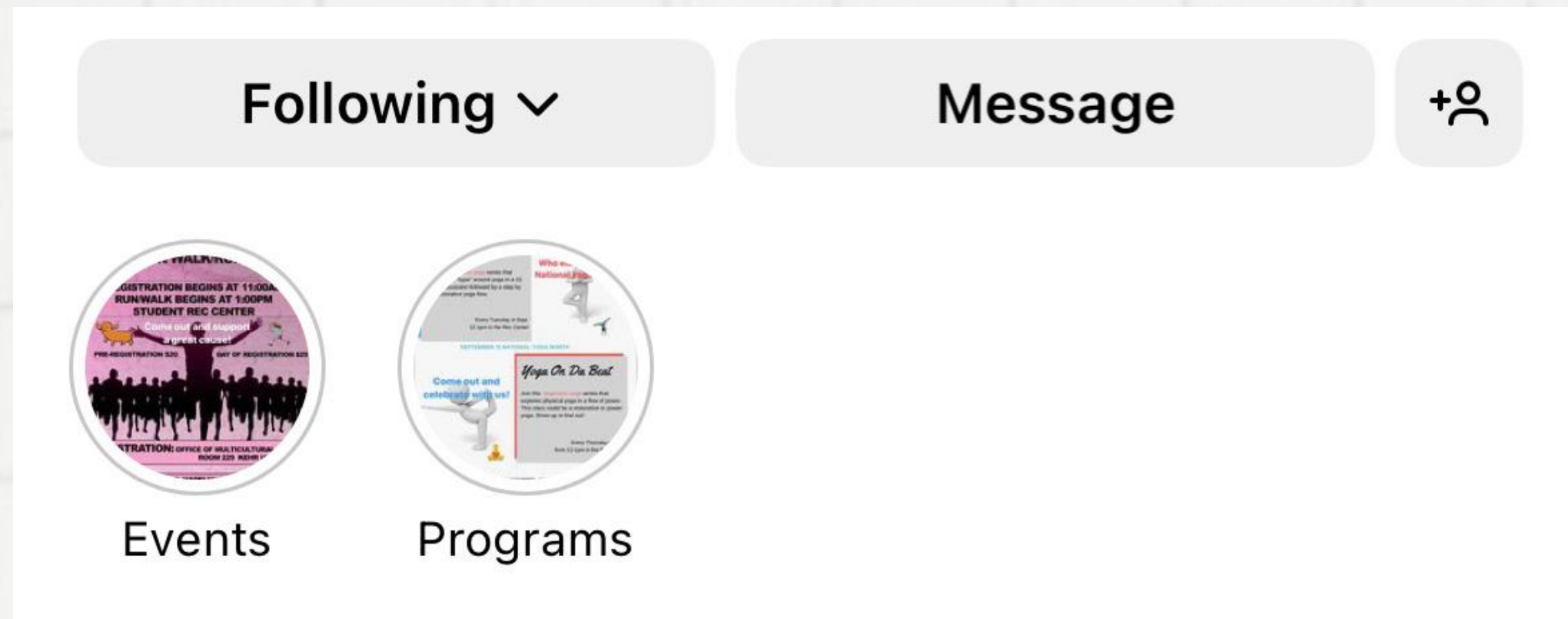
Key Terms- Story

- Originally on Snapchat, short images/videos that “disappear” 24 hours after being posted.
- Good for getting content to your viewers fast



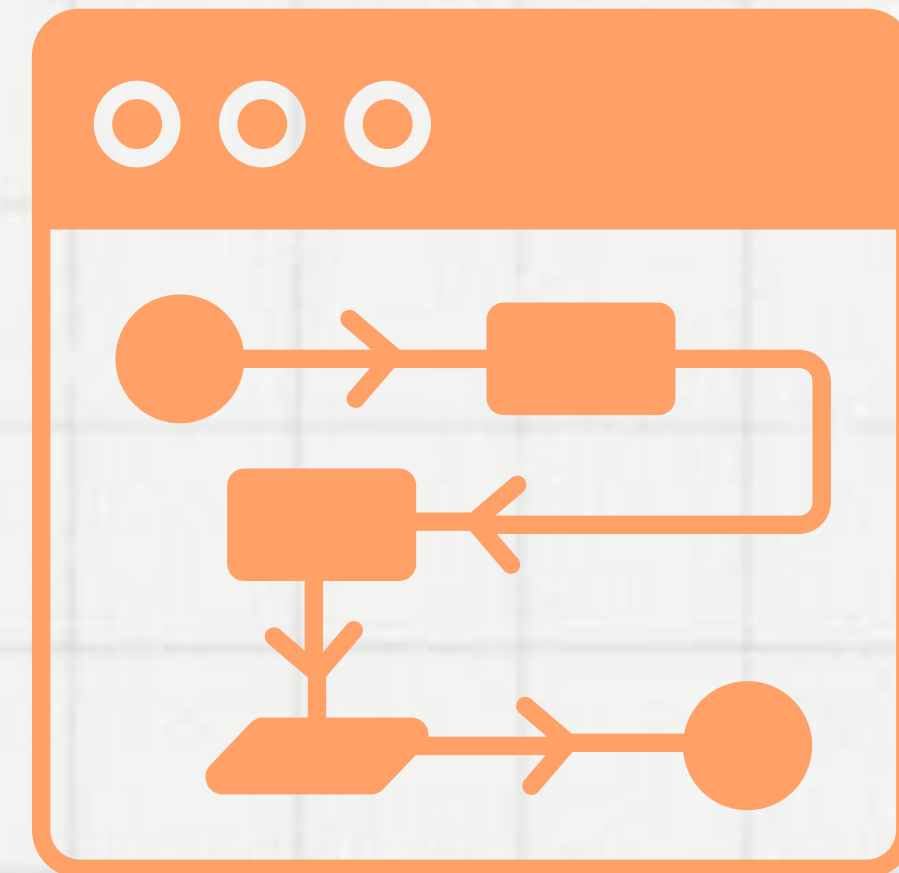
Key Terms- Highlights

- Used to organize “stories” that are related to one another on your profile.
- Good for resources you want to be easily accessible.



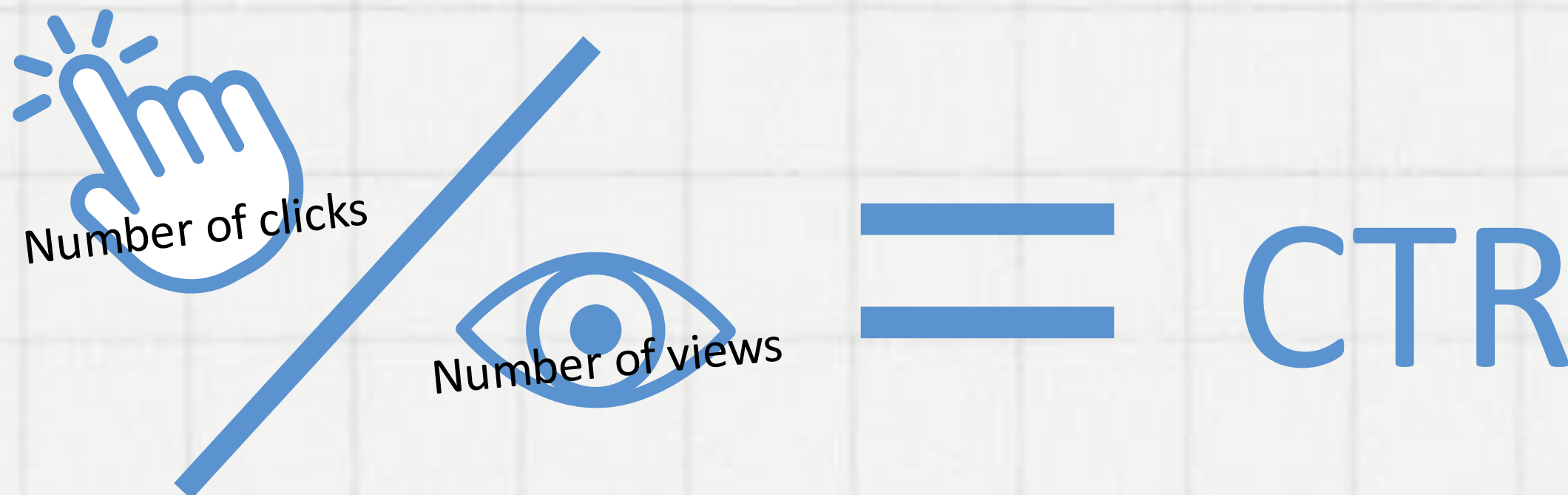
Key Terms- Algorithm

- A complex set of rules and calculations used by social media platforms to prioritize content that shows up in a user's feed.
- Interest
- Post popularity
- Poster information
- Interaction history



Key Terms- Clickthrough Rate

- The rate of how many people click on/ interact with your post divided by the amount of views the post gets.
- Knowing what posts are doing “well” and which are not. (The higher clickthrough rate, the better!)



The diagram illustrates the formula for Clickthrough Rate (CTR). It features a blue hand icon with a pointing finger, labeled "Number of clicks", positioned above a blue diagonal line. Below the line is a blue eye icon, labeled "Number of views". To the right of the eye icon is a blue equals sign, followed by the letters "CTR" in a large, blue, sans-serif font.

$$\frac{\text{Number of clicks}}{\text{Number of views}} = \text{CTR}$$

Understanding Social Media Platforms

Instagram:

- Visual-centric platform
- Brand “showcasing”
- Instagram “Reels”

Facebook

- Diverse range of content
- Groups & community building

Pinterest

- Visual discovery platform
- Create board to organize content
- Showcase products



Understanding Social Media Platforms

LinkedIn:

- Professional networking platform
- Diverse range of content formats

TikTok:

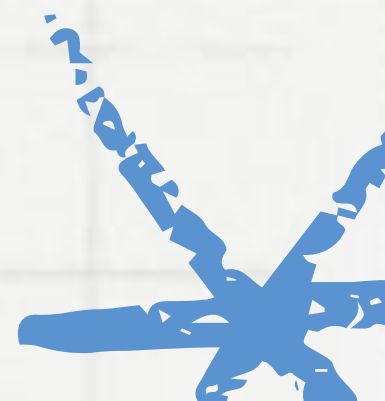
- Video-centric platform
- Short videos

X (Formerly Twitter)

- Textpost based platform
- Real-time news updates, networking

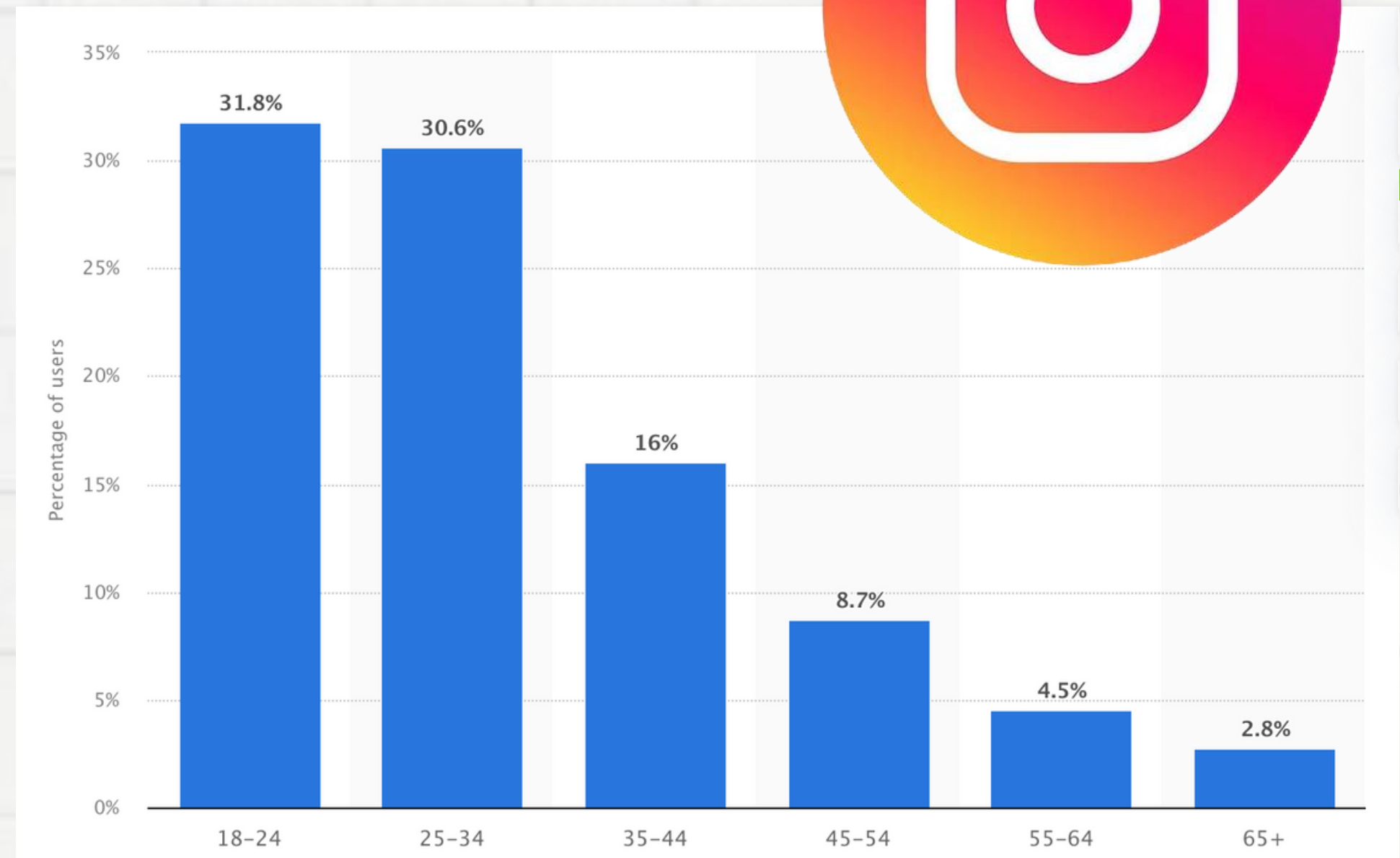
YouTube

- Video-based platform
- Longer videos
- YouTube "shorts"



Instagram

- Photo-video platform
- Explore page algorithm
 - Interest
 - Popularity
 - Poster information
 - Interaction history
- Main demographics:
 - Younger users (18-34) make up over 60% of Instagram users (Statista)



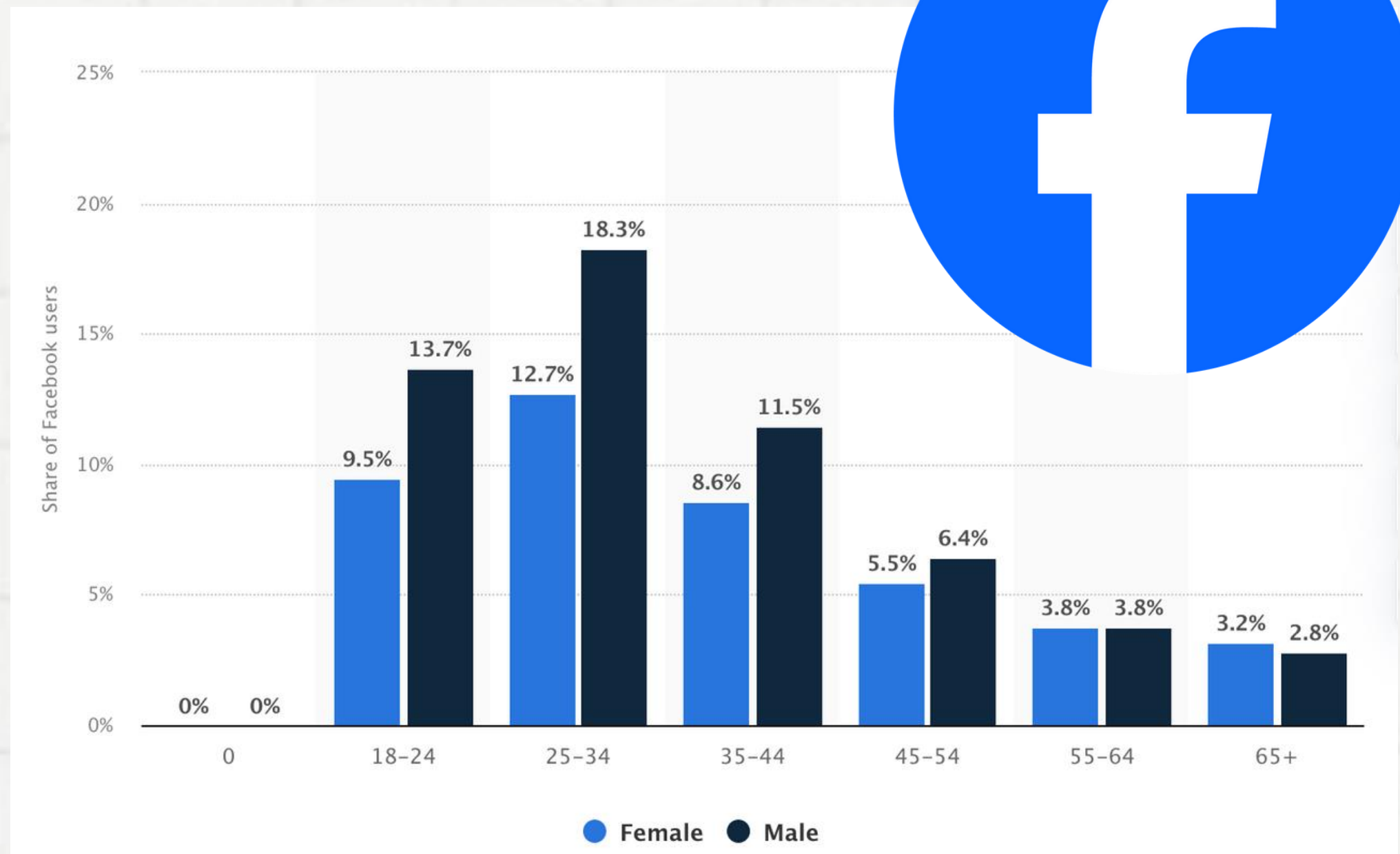
Pinterest

- Visual Discovery Platform
- Users create “boards” to “pin” and organize content by categories of their choice.
 - Fashion
 - DIY
 - Showcasing content
- Main demographic: Women ages 25–34 (20.4% of ALL users worldwide)



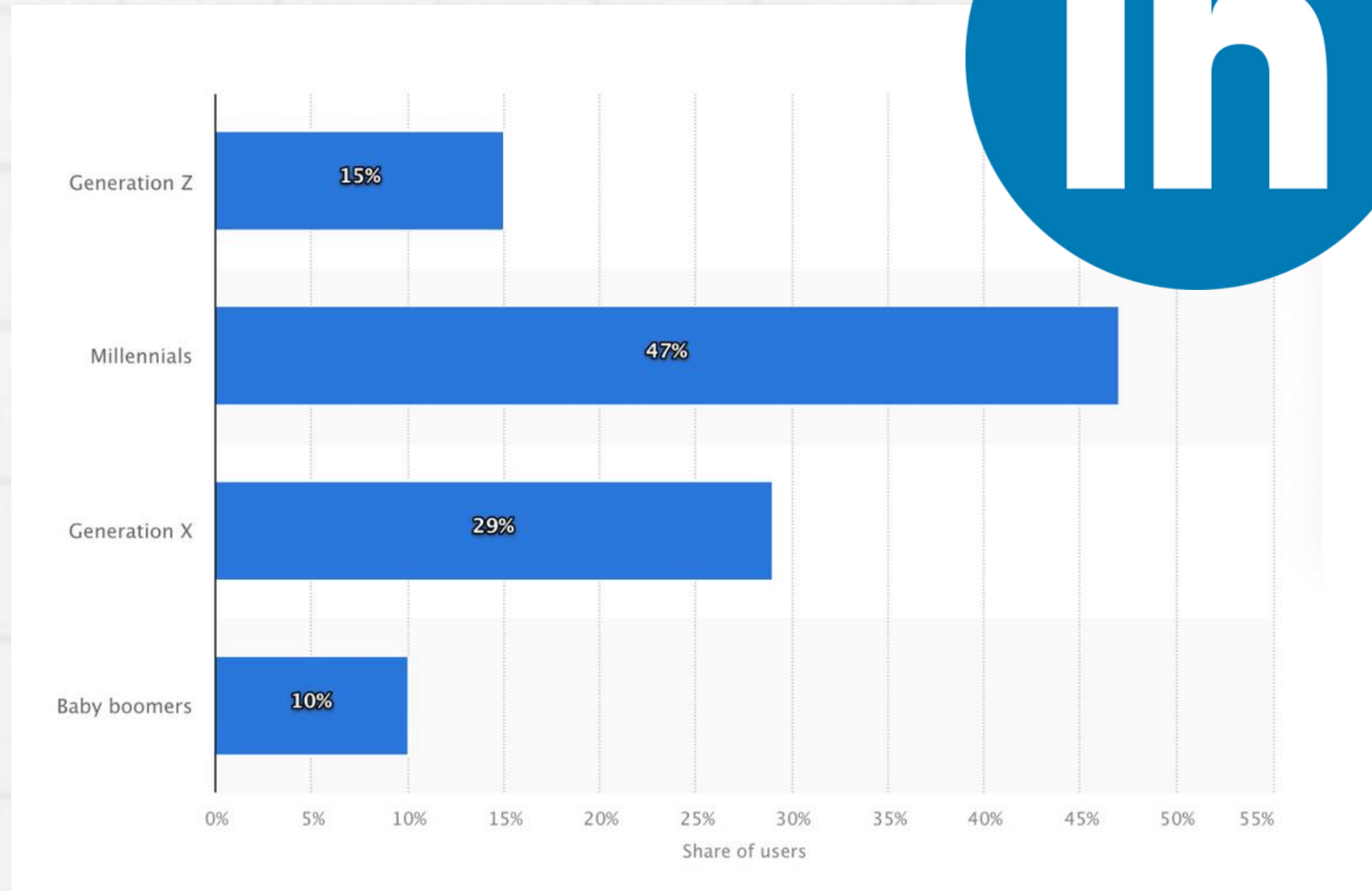
Facebook

- Diverse range of content formats
- Suitable for businesses targeting a broad audience
- Effective for sharing:
 - News
 - Events
 - Updates
- Fostering community through groups
- Wide-ranging user-base with significant representation across all age groups



LinkedIn

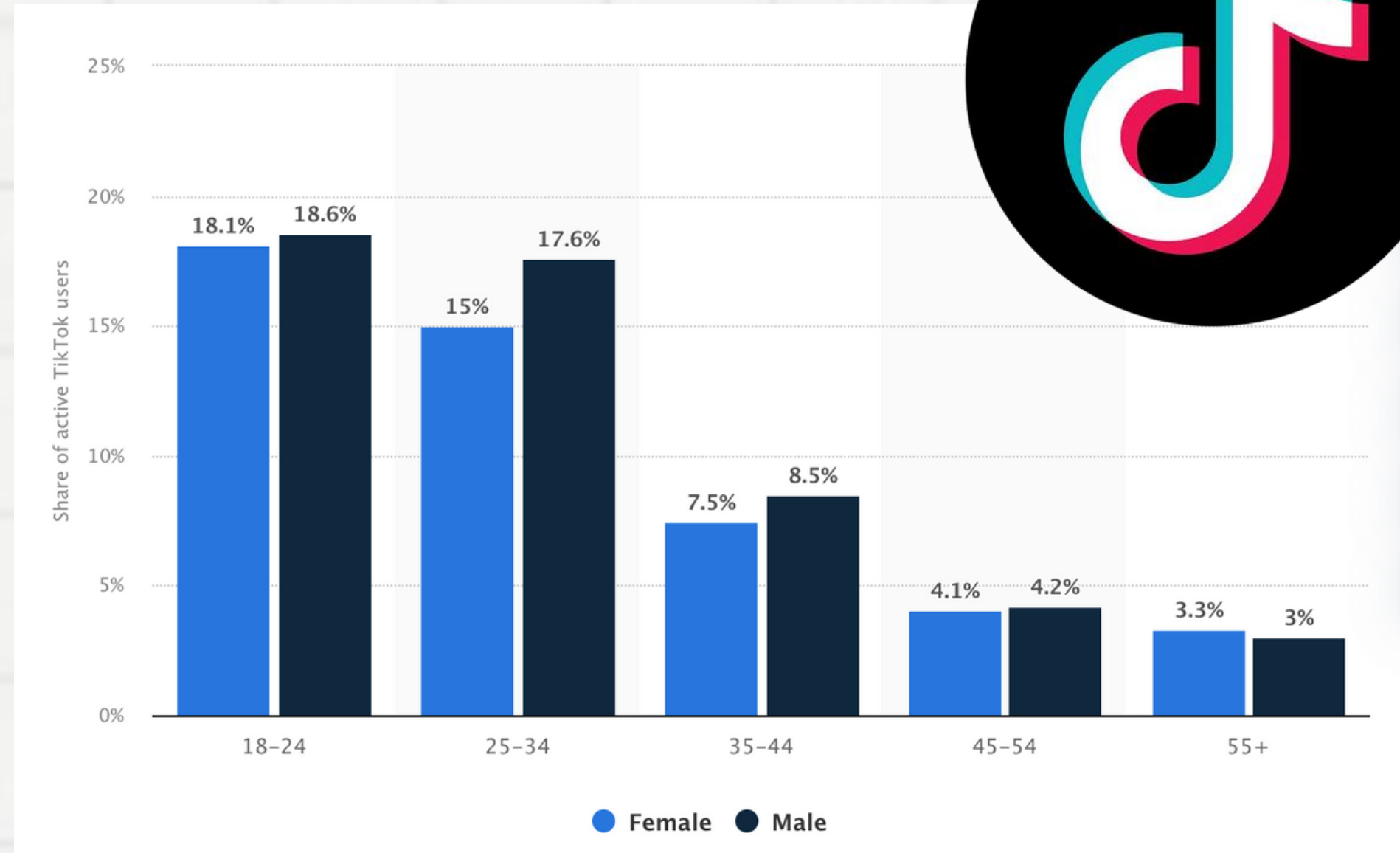
- Diverse range of content formats
- Professional networking platform
- Main demographic:
 - Millennials (Ages 28-43)
 - Generation X (Ages 44-59)(Hootsuite)



https://blog.hootsuite.com/linkedin-demographics-for-business/#LinkedIn_age_demographics

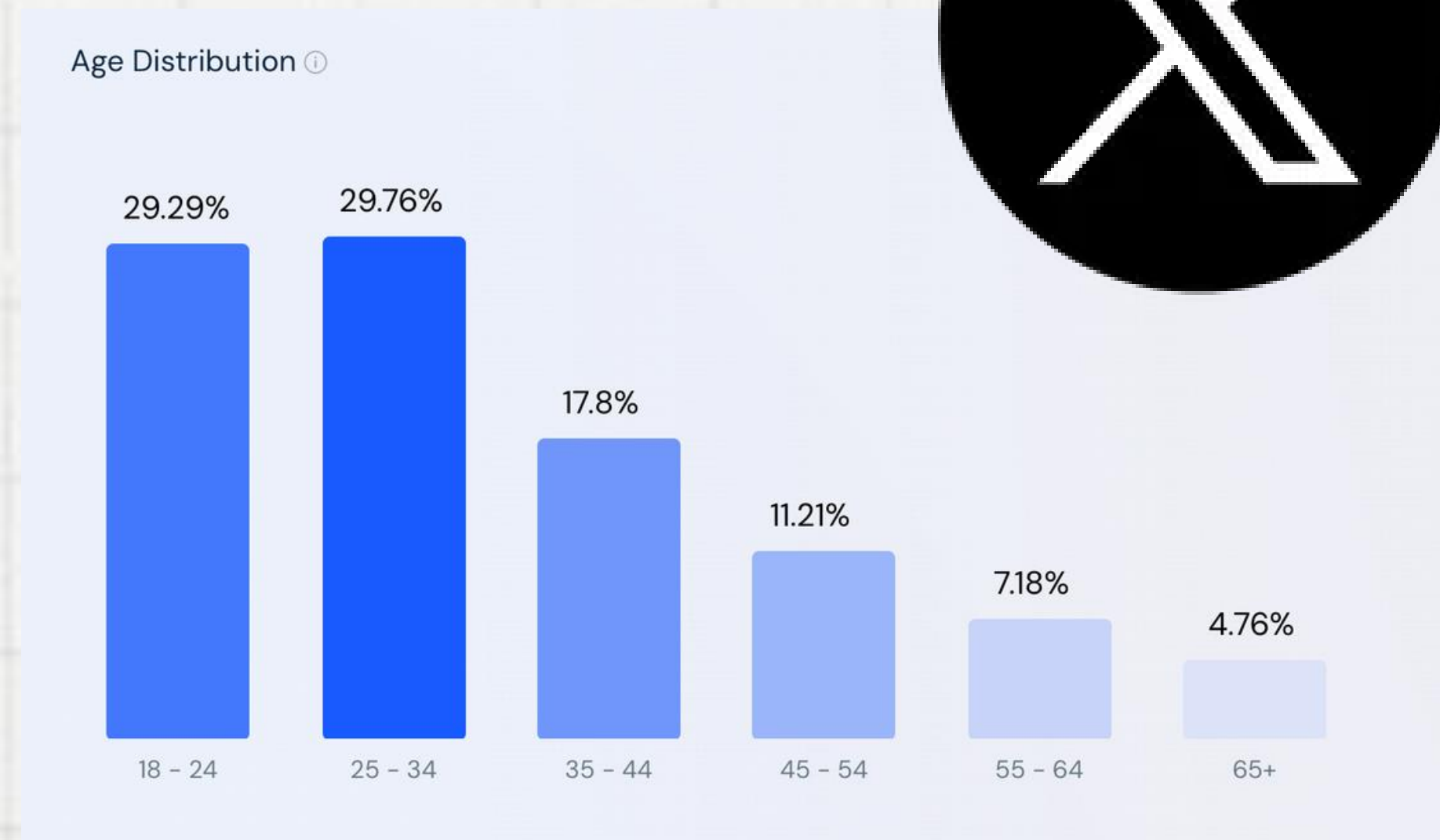
TikTok

- Video-centric platform
- Algorithm-driven “for you” feed when you open the app
- Places a large emphasis on trends
 - Content circulates quick through the platform
- Main demographic:
 - Gen Z (Ages 12–27) (Statista)



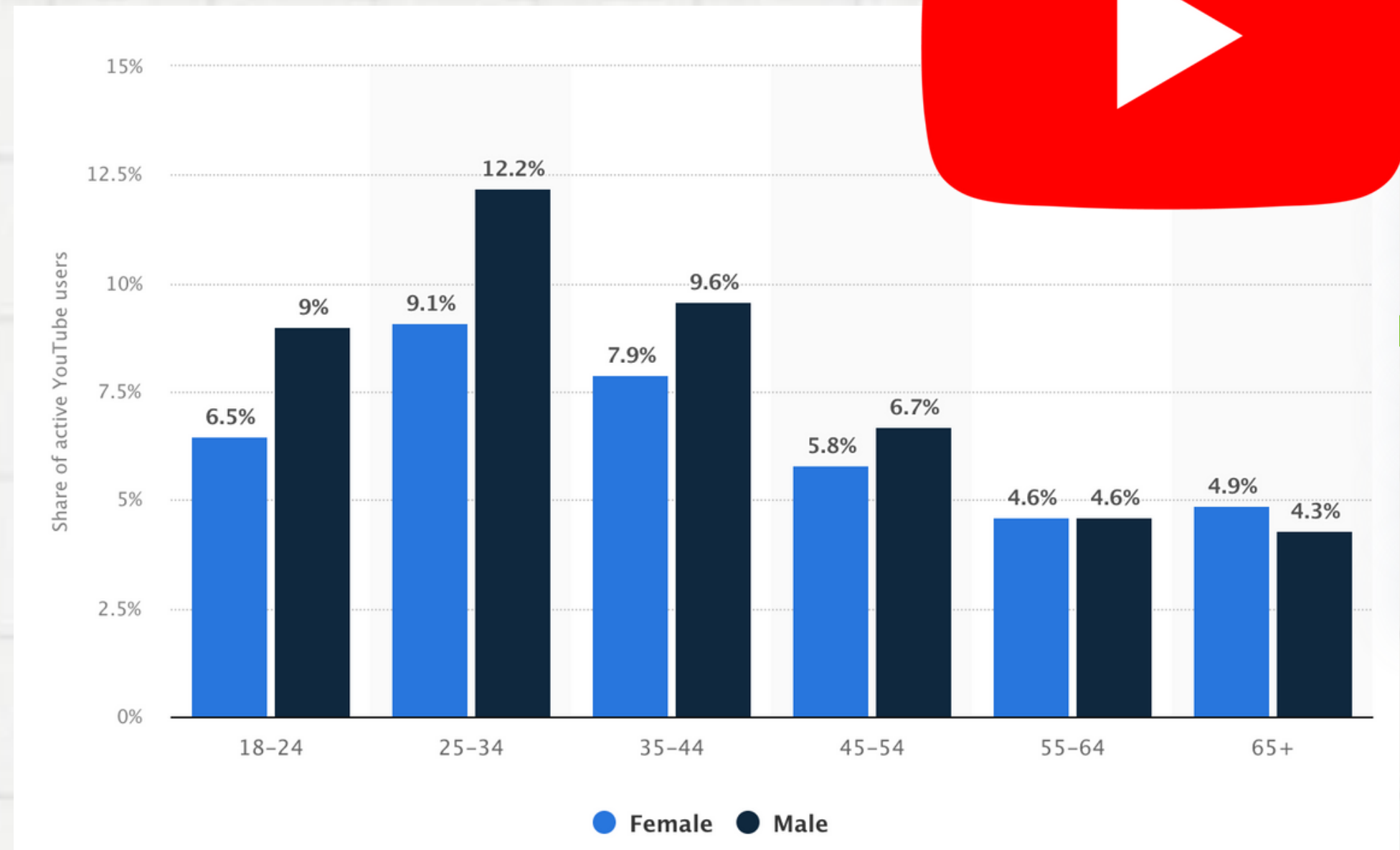
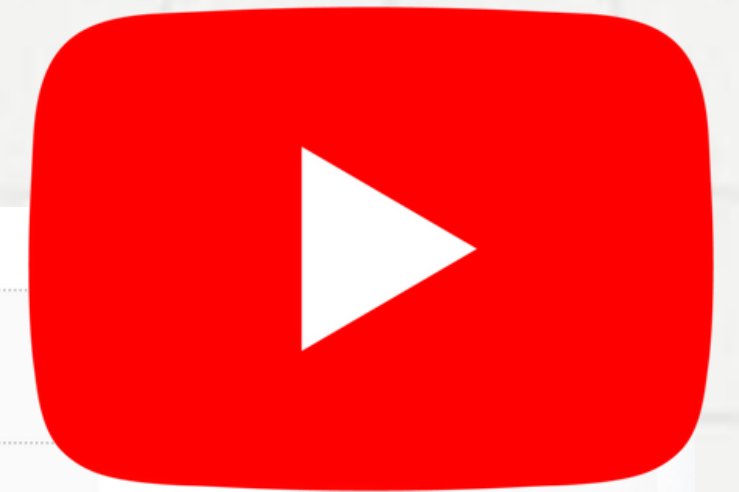
X (Formerly Twitter)

- Tweets of up to 280 characters
 - Photos, videos, and links can also be shared
- Posts are heavily categorized by hashtags
 - Real-time updates
 - News
 - Opinions
- Demographic: 25–34 year old men



YouTube

- Video-centric platforms
- Users can upload videos of any length
- Diverse genres of content
- Most watched online streaming service in the U.S.
- Widest-ranging user base by age
 - Main demographic:
 - 18-49 (Hootsuite)



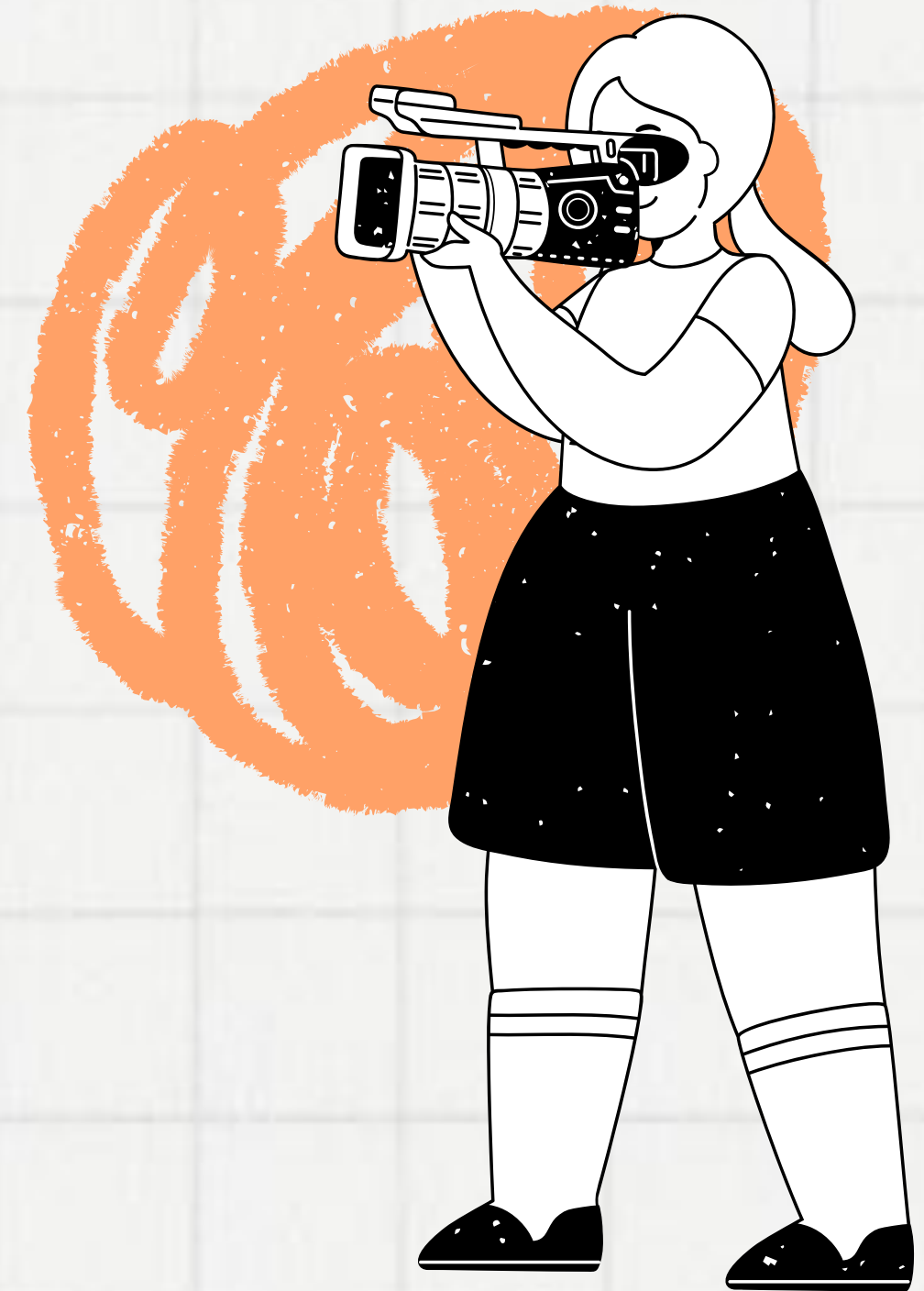
The 5 “Cs” of Social Media

Content,
Community,
Conversation,
Curation, &
Collaboration



The First C: Content

- Content relevance:
 - Ensuring that content aligns with audience interests and needs.
- Quality of content:
 - Creating visually appealing graphics
 - Canva- Nonprofits get Canva Pro free
 - High quality photos and videos



The Second C: Community

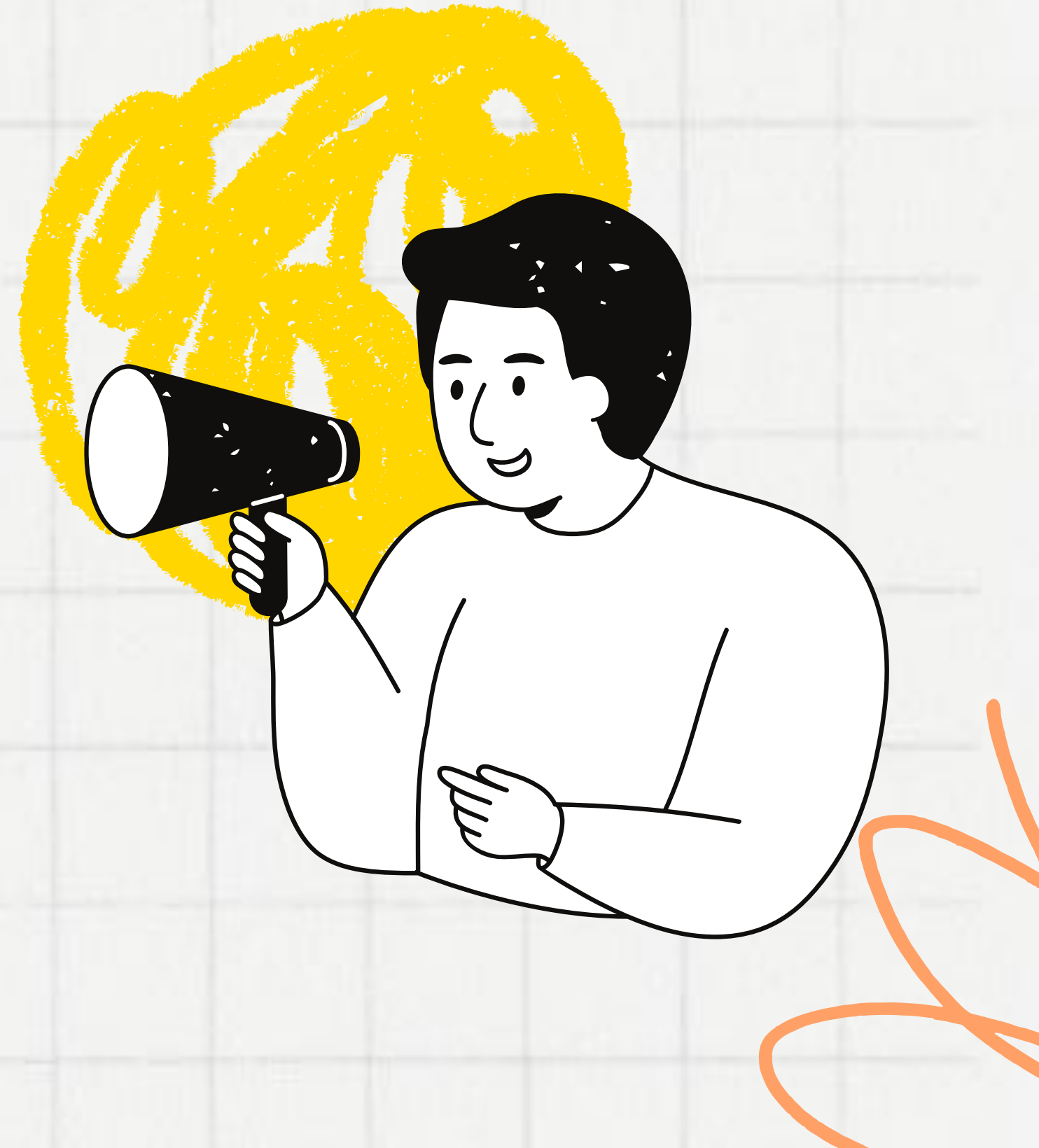
- Valuable insights and feedback:
 - Respond to comments and messages!
 - Host Live Q&A sessions
 - Interact in group forums
- Engaging with your audience and responding to feedback accordingly fosters a sense of belonging.





The Third C: Conversation

- Humanizing your brand/organization
- Building trust and rapport with your audience
- Methods of engagement:
 - Utilize story features like “Q&A” and polls.
 - Keep responding to those messages and comments!
 - Post photos from your events.
 - Share behind-the-scenes content
 - Acknowledge and appreciate audience-generated content



The Fourth C: Curation

- Curate content that aligns with the audience's interests and preferences
 - Remember clickthrough rate
 - Utilize polls to gather feedback
 - Organize content into collections/albums and highlights



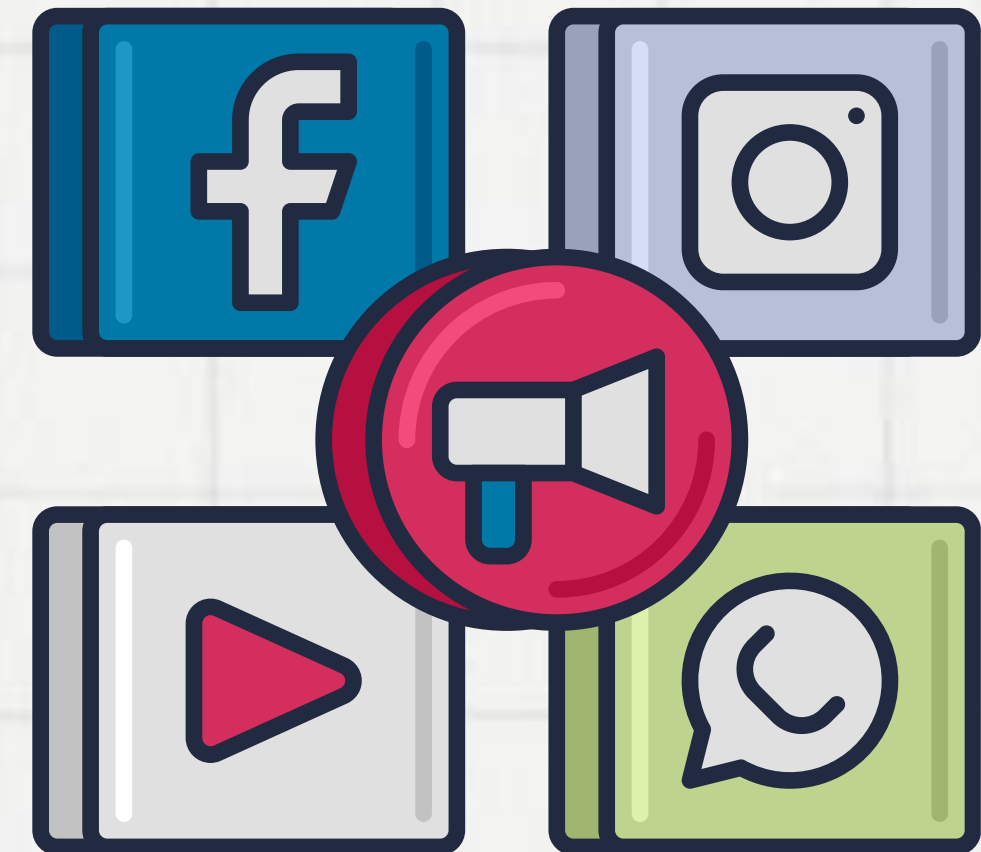
The Fifth C: Collaboration

- Build other businesses and organizations up!
 - Opens doors to collaborate with other organizations/ businesses
 - Increases overall support of your mission



Effectively Utilizing Social Media

- Understanding your audience
 - The very first step!
 - Who are they?
 - What are their interests?
 - What kind of tone do they best respond to?
- Social Listening
 - Track industry trends
 - Google alerts
- Competitor Analysis
 - NOT taking content/ideas
 - Compare your target audiences:
 - Are they similar?
 - How are they interacting with their audience?



Effective Post Checklist

- Caption
 - Is it short and sweet?
 - Is your hashtag usage appropriate?
 - Relevant topics and keywords
 - Not too many
- Post Content
 - Is your content visually appealing?
 - High quality photos or videos
 - Informative and vibrant graphics
 - Establishing a theme/color palette
- Platform Optimization
 - Tailor content (length, format, and style) to suit the specific platform you're posting on.






Effective Posts– Timing

There is no real “right time of day” to post.

(Thanks to the use of algorithms!)

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- Maintaining consistency with posting
 - Always posting a reasonable amount of time before events
 - If you need to get content to your audience immediately–
 - Utilize stories!





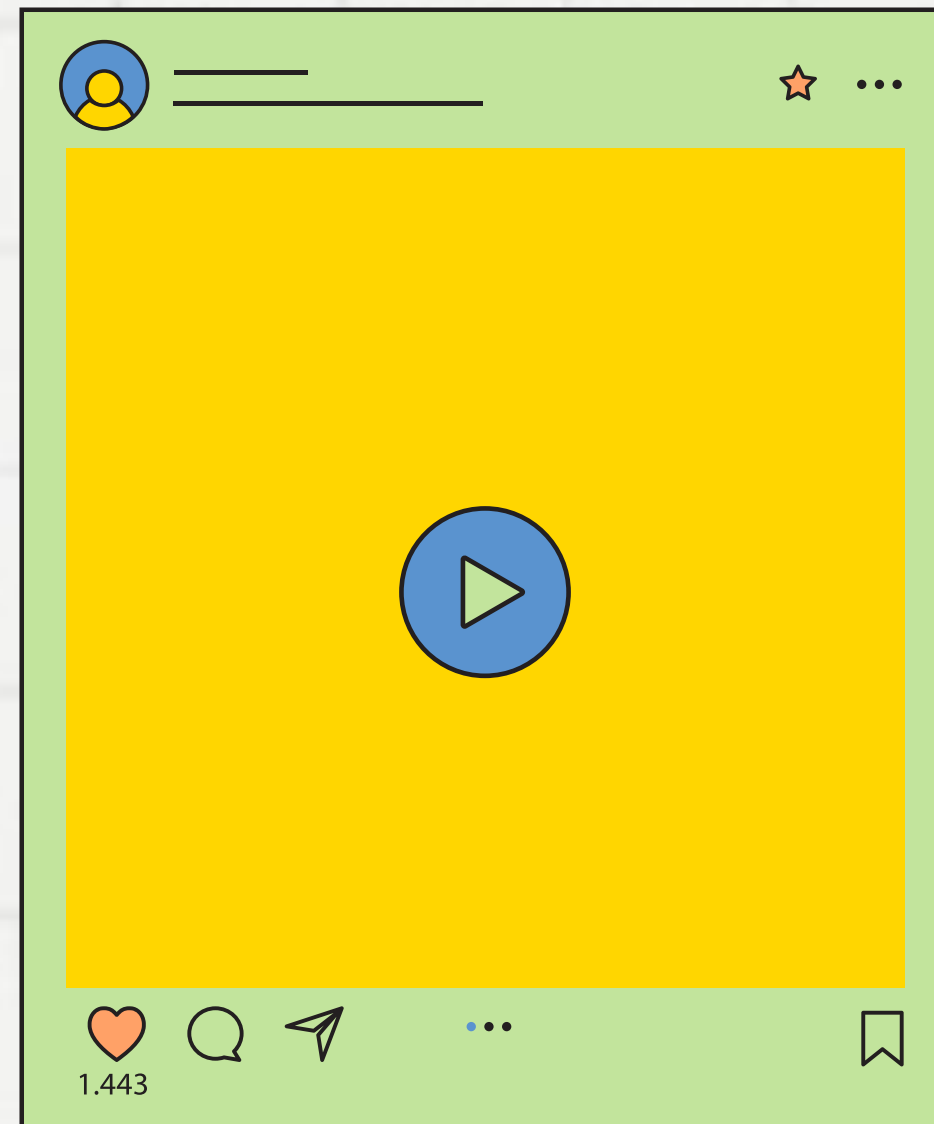
Analyzing Social Media Successes

- Utilizing CRM Software
 - Customer Relationship Management
- Allows you to:
 - Schedule posts in advance
 - See post analytics, engagement metrics, and audience demographics
 - Track performance and adjust strategies accordingly
- Aren't CRMs crazy expensive?
 - Sometimes!
 - Web-based CRMs with a small fee
 - Buffer
 - Canva scheduled posting

Small Group Activity-

What makes these posts effective?

- 5 groups of 5
- You will have 5 minutes to look at each post
- Identify on worksheets provided how each post is effective, and how it is not



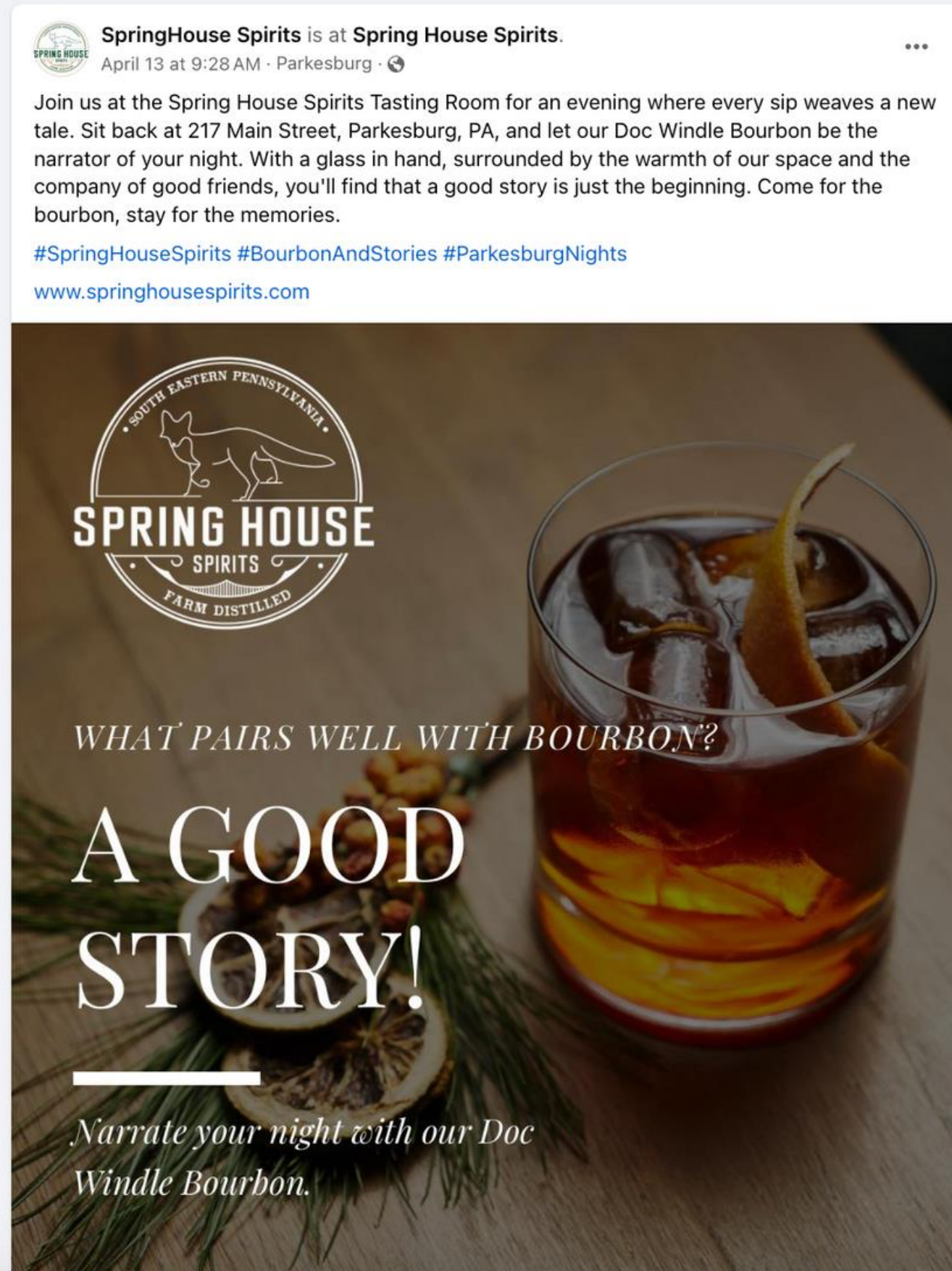
What makes these posts effective?

Post #1



What makes these posts effective?

Post #2



What makes these posts effective?

Post #3





Questions?

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Thank You!

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